

LMID ADVISORY GROUP
Wednesday, April 17, 2002
Labor Market Information Division
7000 Franklin Blvd., Suite 1100, Sacramento, CA

Meeting Minutes

PLEASE SEND ANY CORRECTIONS TO
BONNIE GRAYBILL BY JULY 10, 2002, THANKS

Attendees:

Dan Blake – CSU Northridge
Charlsey Cartwright – California Career Resource Network (CalCRN)
Jackie Escajeda - Chancellor's Office of the Community Colleges
Doug Gray – California Employer Advisory Council (CEAC) and General Business Systems
Warren Jensen – Center for Economic Development @ CSU Chico
Velessata Kelley – Legislative Liaison Office
Greg Marutani – PIC San Francisco
Beverly Odom – Ca Workforce Investment Board
Dennis Reid – Bureau of Labor Statistics
Eileen Rohlfig – EDD, Job Service Division
Stacy Wilson – California Post Secondary Education Commission
LMID Staff, Bonnie Graybill, John Billington, Tim Taormina

Facilitator: Bonnie Graybill
Recorder: Mark Shelton

Welcome and introductions

Bonnie welcomed the group and apologized that due to illness of one of the presenters and other commitments that today's schedule would be flexible and amended as the day went on. Richard Holden was in LA. Housekeeping rules were reviewed for those that were new.

Review of the Minutes: The minutes were accepted as is with no comments.

On-line LMID Training – presented by Cynthia Solorio

Cynthia presented an overview of the labor market information training that LMID had developed. The first class, LMID working for you, was designed to let people know what LMID tools were available for their needs. It also gave clarification to terms used by LMID. It was a one-day class. Material was given to participants along with review. When customers asked for a condensed version, ½ or ¼ day

presentation, LMID developed a modular class. Case studies, along with an overview of LMID were included. The modules became material specific, i.e. occupational, industrial, CALMIS, etc. Handouts for navigation as well as links to other sites were included. A glossary and acronym list was added. All this was implemented in December of 1999. Work groups were held to review customers' training needs starting in July of 2001. LMID attempted development of on-line training, with EDD's Job Service and Unemployment Insurance employees targeted as the first customers. At their request, the on-line training became an on-line user guide, pointing staff to the information they needed to do their jobs. FAQ's, links and guides were added. Phase III will concentrate on a web based training for a broader group of customers. Focus groups are being convened and different formats and concepts are being addressed. We expect that on-line training will assist us and our customers by delivering continuously updated information.

Comments & Questions

Stacy Wilson – There are many agencies that have published principles for distance learning that could aid in this endeavor.

Bonnie Graybill –Workforce Informer will help by providing on-line “tours” to the modules.

Greg Marutani – Will phase III allow customers with different Internet browsers to access?. What about Netscape?

Answer: Yes.

Will definitions be available on any given site to clarify terms used on that page? “Seasonally Adjusted”, what does that mean?

Answer: Yes, the customer groups will help us to define them in an understandable way.

Charlsey Cartwright – Wide understanding of labor market information is critical. Users would need training. Many groups could utilize this.

Greg – Coordinate with one-stops, which encompass the customers we are attempting to reach.

Answer: Yes, we are currently working with the Fresno One Stop.

Dennis Reid – I would suggest that there be links to other States' LM sites.

Answer: Good idea

Workforce Informer demo – Bonnie Graybill

Workforce Informer is development of a national consortium of states (22) that has attempted to present a front-end to allow customers to review/query labor market information electronically. Each state had labor market information data with many of the same elements stored in the ALMIS database, designed at the direction of DOL. National Systems Research was hired by the consortium to produce a generic product for the member states to modify according to their needs. The generic product should be out around June 30th. The application is

to sit on top of the respective state's ALMIS database, giving the end users the ability to access the data and to do ad hoc queries. Bonnie presented a demo of the current version (beta) to the group. (Workforce Informer is a working title. The final name will be selected by each state.) Testing of the product is on going. User needs are still to be evaluated. The data in the files will be as current as the respective states' files are in the ALMIS database.

Lunch

State Board Update – Bev Odom

The state board is holding a series of small business forums throughout the State. The next one is scheduled for 4/24/02 on, "What Workforce Can Do for You", in Long Beach. See handouts. Another in June will be in San Francisco.

- A task force has also been set up for a two-year period study on Economic Growth. A smaller task force will address administrative issues.
- An evaluation of Workforce Investment is being done in cooperation with DOL.
- WIA transition data, performance measures. The results should be on the Web page soon. It will reflect issues involved in data collection and that the data being collected is getting better. The final results will be forwarded to DOL.
- 13 million of the 15% discretionary funds will be used for a pilot training program for childcare services.
- There are numerous farm worker forums also going on between different Federal/State agencies.
- State Youth Council – meets 4/18/02 in Pasadena. 3 different work groups will be convened to address issues. 1) Practical methods to getting youth involved. 2) Hard to serve groups. 3) A comprehensive youth system. WIA groups, youth councils integrated into one.
- Questions about Performance Based Accountability (PBA) – automated programs and making them more usable. The data warehouse needs more ad hoc capabilities. The users need accountability information. What about Veterans performance measures? Are Veterans' programs being pulled from EDD job service? Nothing heard of. Anything on Older Workers? Again, nothing Bev is aware of.

Update on State of the State's Labor Market Report & 9/11 update. – Tamara Garcia/Paul Wessen

Tamara - State of the State's Labor Markets report is not done yet, almost a full draft done. The delay is due to up-loading the newest benchmark data and reviewing the effect of new data on the analysis. The report should be out by end of May/June.

Economy following 9/11 update. Paul stated that the effects of 9/11 on the economy is hard to measure. It happened when the economy was at its weakest. 9/11 was an economic shock that worked its way through the system. We are now recovering from it. California's economy has been very flat (stagnant). The Fed slashed interest rates. Government spending increased. Incentives such as 0% financing in the retail world. In many ways, 9/11 set in motion many factors that brought about a recovery. Housing remained level. Employment fell nationally. Spikes in national job losses in the first two months but have since recovered. Since December, California has seen job growth. Certain industries have seen the most effect. Air travel, eating and drinking places (California growth), amusement & recreation – growth, hotel/lodging-loss is slowing.

Legislative Update – Velessata Kelley

Discussed the proposal for the new labor agency. Yesterday, the Senate heard the bill and passed it with amendments. Questions about how it will be funded were raised. There will be no major changes to agencies but all would fall under the State Labor Agency. It is now to go to the Senate financial floor and then to the Assembly to look at the bill. It will then go back to the Governor. There doesn't seem to be much opposition at this point. Some of the agencies that objected in the past have been removed from the current proposal. There are many other registered support groups.

Doug Gray – How will this labor board effect EDD budgeting and services employer's pay for? Where will HWDC fall into this board?

Velessata – There shouldn't be any change or effect on current relations. The Health and Human Services Data Center would stay with the Health and Human Services Agency. That would not interfere with services it might provide to EDD. There may be slight budget effects.

Dan Blake – How will the chain of command work in the new board? Where currently there is no link, how will the chain work, i.e. ETP?

Velessata – Again, shouldn't change much. The proposal is to place the Agency over the current agencies that are doing many things in common.

Velessata asked that any other questions regarding policy/legislation should be sent to Bonnie who in turn will forward the questions to Velessata for follow up. (No additional questions were received.)

LMID Marketing – Quentin Turner

Quentin Turner, a new manager in LMID's Administration Group, has oversight responsibility for several administrative functions as well as the Division's marketing and outreach function. He provided the Advisory Group with a thorough package describing LMID's Marketing and Outreach plans, and their relationship to LMID's E-Government Strategic Plan. Unfortunately, we were running so late that his actual presentation was significantly shortened. We agreed to schedule this topic again at the next meeting, for a more complete presentation.

Some Advisory Group suggestions during the short presentation are: LMID products must be top notch to be competitive. This means the division needs to pick and choose the data areas we focus on, and set resource priorities—we cannot hope to be all things to all people with existing resources. Quentin mentioned that LMID has recently developed an extensive product development and review process which requires product developers to start with customer need, and which we hope will assist us in responding to the “top notch” suggestion.

One additional suggestion: we need to facilitate customers’ ability to find the information they want quickly on the Internet, through organization and training. Since earlier in the day we had discussed both the new *Workforce informer* application currently under development, as well as LMI training, we indicated that we believed that we were working in that direction.

Next Meeting—July 18th

Agenda Items

- Marketing & Outreach
- LMID Research
- State Board & Legislative Updates
- Economic Update.

Meeting Critique

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Workforce Informer presentation
Quentin’s presentation
Bev’s update
Parking
Info sharing

Running late all day

Meeting adjourned at 3:40 p.m.